



WTIC-TV

ORDER

Print Date 09/20/12

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Flight Dates 10/15/12-10/21/12

Contract / Revision 389232 /

Original Date / Revision
09/20/12 09/20/12

Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates

Buying Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540Primary Account Executive
Jordan Johannessen

| Account Executive | Order% | Start Date | End Date |
|--------------------|--------|------------|----------|
| Jordan Johannessen | 100% | | |

Product
RORABACK FOR CONGRES

Agency Com 15%

Billing Contact
5 Mapleton Road
Suite 300
Princeton, NJ 08540Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 5th DISTRICT

Alt Order # 06327500

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 10% Market Value 108800

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| 2WCCT | % | 0 |
| 3WFSB | 39% | 42432 |
| 4WVIT | 21% | 22848 |
| 5WTNH | 30% | 32640 |
| 6WCTX | % | 0 |
| 7CABL | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| October 2012 | 31 | \$9,248.00 | \$10,880.00 | 0.00 | 10/01/12 | 10/21/12 | 31 | \$9,248.00 | \$10,880.00 |
| Totals | 31 | \$9,248.00 | \$10,880.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|----|-------------------|-----------------|--------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|------------------------|------------|
| E 1 | 61 | 10/15/12 | 10/19/12 | M-F 5a-6a M-F 5a-6a | CM | 5a-6a | MTWTF-- | :30 | 3 | \$110.00 | 01 | 0.00 | NM | 3 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 3 | \$110.00 | | 0.00 | | | |
| E 2 | 61 | 10/15/12 | 10/19/12 | M-F 7a-8a M-F 7a-8a | CM | 7a-8a | MTWTF-- | :30 | 3 | \$275.00 | 01 | 0.00 | NM | 3 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 3 | \$275.00 | | 0.00 | | | |
| E 3 | 61 | 10/15/12 | 10/19/12 | M-F 8a-9a M-F 8a-9a | CM | 8a-9a | MTWTF-- | :30 | 5 | \$175.00 | 01 | 0.00 | NM | 5 | \$875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 5 | \$175.00 | | 0.00 | | | |
| E 4 | 61 | 10/15/12 | 10/19/12 | M-F 4p-5pm M-F 4p-5pm | CM | 4p-5p | MTWTF-- | :30 | 10 | \$225.00 | 01 | 0.00 | NM | 10 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 10 | \$225.00 | | 0.00 | | | |
| E 5 | 61 | 10/15/12 | 10/19/12 | | CM | 10p-11p | MTWTF-- | :30 | 3 | \$1,400.00 | 01 | 0.00 | NM | 3 | \$4,200.00 |



WTIC-TV

Print Date: 09/20/12

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Contract / Revision **389232** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRE!** Estimate # **5th DISTRICT**

| | | | | | | | | | | | | | | Totals | |
|--------|----|-------------------|-----------------|--------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| | | | | M-F News at Ten | | | | | | | | | | | |
| | | | | News at Ten | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | 3 | | \$1,400.00 | | 0.00 | | | | | |
| E 6 | 61 | 10/15/12 | 10/19/12 | M-F News at 11pm | CM | 11p-1135p | MTWTF-- | :30 | 5 | \$375.00 | 01 | 0.00 | NM | 5 | \$1,875.00 |
| | | | | News at 11pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | 5 | | \$375.00 | | 0.00 | | | | | |
| E 7 | 61 | 10/21/12 | 10/21/12 | Su 11p-1130p | CM | 11p-1130p | -----1 | :30 | 1 | \$375.00 | 01 | 0.00 | NM | 1 | \$375.00 |
| | | | | Sun 11p-1130p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | 1 | | \$375.00 | | 0.00 | | | | | |
| E 8 | 61 | 10/21/12 | 10/21/12 | Fox News Sunday | CM | 9a-10a | -----1 | :30 | 1 | \$150.00 | 01 | 0.00 | NM | 1 | \$150.00 |
| | | | | Su 9a-10a Fox News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | -----1 | | 1 | | \$150.00 | | 0.00 | | | | | |
| Totals | | | | | | | | | | | | | | 31 | \$10,880.00 |